## REMARKS

Claims 1, 8-10, 13-15, 22, 23, 30, 31 and 38 have been amended. Claims 1-4, 6-10, 13-18, 20-26, 28-34 and 36-38 are pending in this application.

Claims 1-4, 6-10, 13-18, 20-26, 28-34 and 36-38 were rejected under 35 U.S.C. \$ 103(a) as being unpatentable over Win (U.S. Patent No. 6,182,142) in view of Weschler (U.S. Patent No. 6,842,903) and further in view of Shen et al. (U.S. Patent Application Publication No. 2004/0139170).

Amended independent claim 1 recites, in relevant part, recites the following

the authentication-information transmitting means [is] operable to transmit device-authentication information to an authentication server,

a network location of the authentication server being received by the display means as part of an EMBED tag which specifies a plug-in from among a plurality of plug-ins of the terminal device, each of the plug-ins of the terminal device being configured to use common authentication information as an authentication function to start authentication, to be started at the terminal device and which specifies the address of a site to be accessed by the terminal device when device authentication is successfully done and the address of a site to be accessed by the terminal device when authentication cannot be done

(Emphasis added; see specification, for example, at paragraphs [0073] and [0116] and FIG.). Amended independent claims 8-10, 13-15, 22, 23, 30, 31 and 38 include similar recitations. Accordingly, in the claimed invention, the EMBED tag received at the terminal device may specify a plug-in from among a plurality of plug-ins of the terminal device to be started at the terminal device. In addition, in the claimed invention, "each of the plug-ins of the terminal device" is configured "to use common authentication information as an authentication function to start authentication" (emphasis added), thereby advantageously

providing that each of the plurality of plug-ins may share the common authentication information as an authentication function to start authentication and "an authentication function need not be provided for each" of the plug-ins of the terminal device. (See specification, for example, at paragraph [0162].)

The applied portions of Win, Weschler and Shen do not appear to disclose an EMBED tag being received by display means of a terminal device and specifying a plug-in from among plugins of the terminal device, where <u>each</u> of the plug-ins of the terminal device is configured "to use common authentication information as an authentication function to authentication," as now specifically required by the claimed invention. (Emphasis added).

Accordingly, it is respectfully submitted that the independent claims are patentable over the combination of Win, Weschler and Shen as applied by the Examiner, for at least the above reason.

In addition, since dependent claims inherit the limitations of their respective base claims, claims 2-4, 6, 7, 16-18, 20, 21, 24-26, 28, 29, 32-34, 36 and 37 are patentable over the applied combination of Win, Weschler and Shen for at least the same reasons as discussed in connection with the independent claims.

As it is believed that all of the rejections set forth Official Action have been fully met, favorable reconsideration and allowance are earnestly solicited.

If, however, for any reason the Examiner does not believe that such action can be taken at this time, it is respectfully requested that he/she telephone applicant's attorney at (908) 654-5000 in order to overcome any additional objections which he might have.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

Dated: January 28, 2011 Respectfully submitted,

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